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ABSTRACT

This compilation addresses the issues surrounding the provision of more and better media content for minority needs. These papers suggest incentives in the emerging media marketplace that will encourage providing content responsive to minority needs and interests, and they explore the steps needed to get to these new practices. The centerpiece, and first chapter, of this collection is the report of the 1997 Aspen Institute Forum on Diversity and the Media (November, 1997), and the remaining papers address aspects of the relationship between minorities and the media. The following are included: (1) "Delivering on Diversity: Serving the Media Needs and Interests of Minorities in the Twenty-First Century" (Forrest P. Chisman); (2) "The Demographics of Diversity" (Brad Edmonson); (3) "The Economics of Minority Programming" (Steven S. Wildman and Theomary Karamanis); (4) "Minorities in the Mass Media: A Status Report" (Robert M. Entman and Andrew Rojecki); (5) "Thorough Americans: Minorities and the New Media" (Jorge Reina Schement); (6) "Diversity on the Internet: The Relationship of Race to Access and Usage" (Donna L. Hoffman, Thomas P. Novak, and Alladi Venkatesh); (7) "The Market Value of Diversity: A Cultural Analysis" (Alladi Venkatesh); and (8) "Media Programming for Sustainable Competitive Advantage" (Leroy Wells, Jr., Donna Allen, and Laura Fleet). An appendix contains summary recommendations of the 1996 Aspen Institute Forum on Diversity and the Media written by Erna Smith. Each chapter contains endnotes. (Contains 32 tables and 15 figures.) (SLD)

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